

What IS PUBLIC RELATIONS ?



It's the way an individual or an organization deals with other people (the public).

EVERYONE has public relations... good or bad... whether he likes it or not!



It
starts
with
YOU!

People relate to you and to your organization through you.

How can I have **BETTER** public relations ?

Put your
best foot
forward!

Plan to expand and
improve in these 4 areas--

① YOUR FRIENDLINESS



... you will be more
favorably received and more
readily believed.

See pages 6 & 7

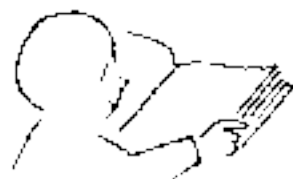
② YOUR ATTITUDE



... it affects how you
look, what you say and what
you do.

See pages 8 & 9

③ YOUR UNDERSTANDING



... the more you
understand, the more you'll
get along with others.

See pages 10 & 11

④ YOUR COMMUNICATIONS



... the skill that lets
you get your message
across.

See pages 12 & 13

Just who
is the
"PUBLIC"
anyway
?

...it's your friends,
relatives, fellow workers...
it's your organization's
customers, suppliers,
stockholders... it's people
you meet and talk with...
it's **INDIVIDUALS**

WHO LIKE

...a job
well done



... people who
are polite

... a friendly
smile



WHO DISLIKE

...a job
poorly done



... people who
are rude

... a "sourpuss"



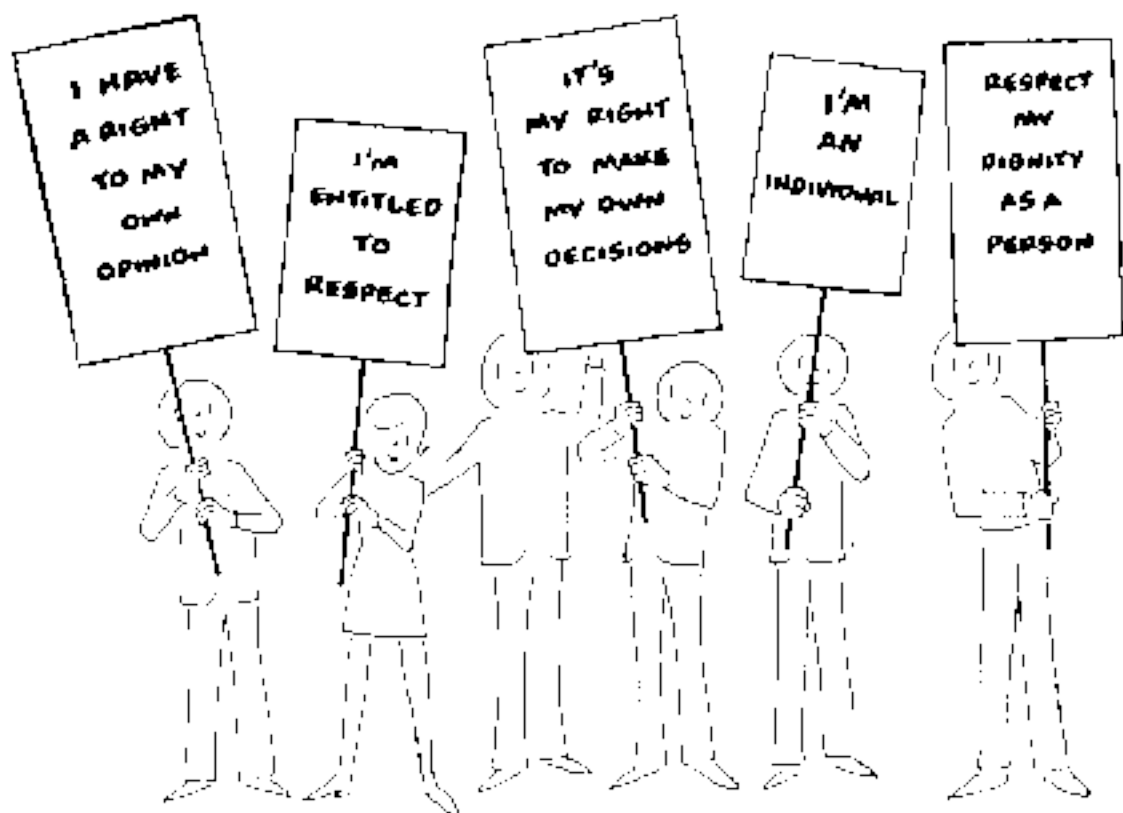
and the "PUBLIC," like an individual, is

SENSITIVE--

it can change its mind

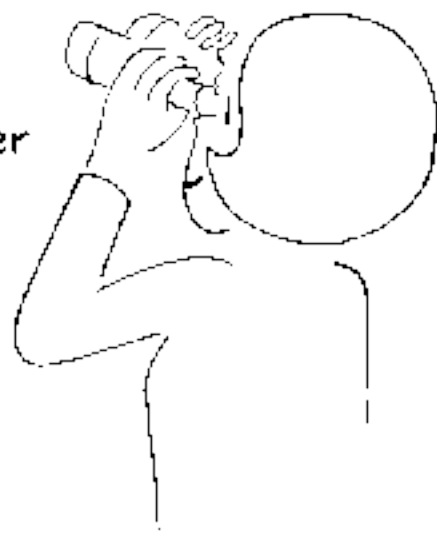
QUICKLY!

Sooo--look at every member of the public as a **PERSON**-- with individual needs and purposes.



... and try to **IDENTIFY** with his or her special **NEEDS** and **PURPOSES**

(that's what public relations is all about)



FRIENDLINESS

1 BE YOURSELF



Be natural...
don't put on
airs. Even
learn to say
"No" in a
friendly
manner.

2 LISTEN



Develop a
"friendly ear"
and try to
direct conversation
along constructive
lines.

3 GIVE PRAISE



when it is
earned. Be
sincere about it.
Go out of your
way a bit to
find things to
praise in others.

4 SMILE



Try to be
cheerful--even
if you don't feel
like it. The
"smile spirit" is
contagious.

5 USE POLITE WORDS



Such as --

"please"

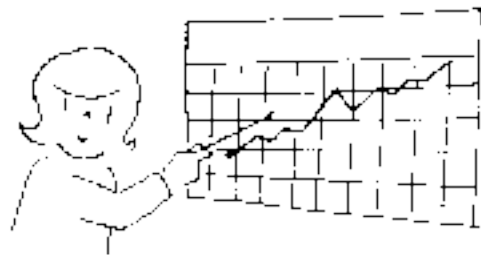
"thank you"

"May I?"

"Do you mind?"

You'll build friends fast...

6 BE ENTHUSIASTIC



Look for virtues, not faults -- look at the bright side of things.

7 BE COURTEOUS

May I help you?



Courtesy is the "golden rule" in practice.

"Do unto others as you would have them do unto you."

8 LET IT SHOW

YOUR FACE --

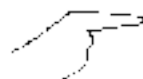
YOUR EYES --

YOUR MOUTH --

YOUR VOICE --



Show people you like them. It's all a matter of your **ATTITUDE**



ATTITUDE

TOWARD YOURSELF

Toward me?



1 BE WILLING to CHANGE



... to experiment.
Be flexible;
try new ideas;
try someone
else's way.

2 CULTIVATE a SENSE of HUMOR



Don't take
yourself too
seriously. Get
some fun out
of your work.

3 BE WILLING to GROW



to go that
extra step...
do a bit
more than is
expected
of you.

4 DO YOUR BEST



Discipline
yourself to do
what has to
be done...
when it should
be done.

TOWARD OTHERS

Toward them?

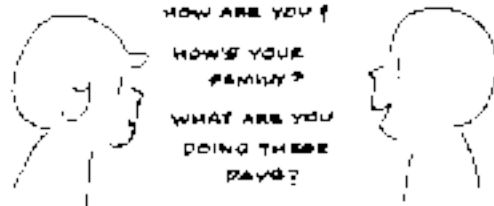


5 LEARN from OTHERS



Recognize that the other person might have a better idea... a better way.

6 BE "OTHER-MINDED"



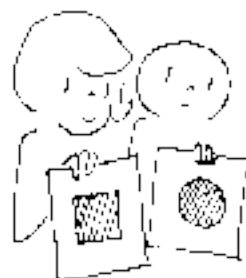
Be sincerely interested in other people.

7 KNOW



the importance of teamwork ... of pulling together toward a common goal.

8 ACCEPT DIFFERENCES



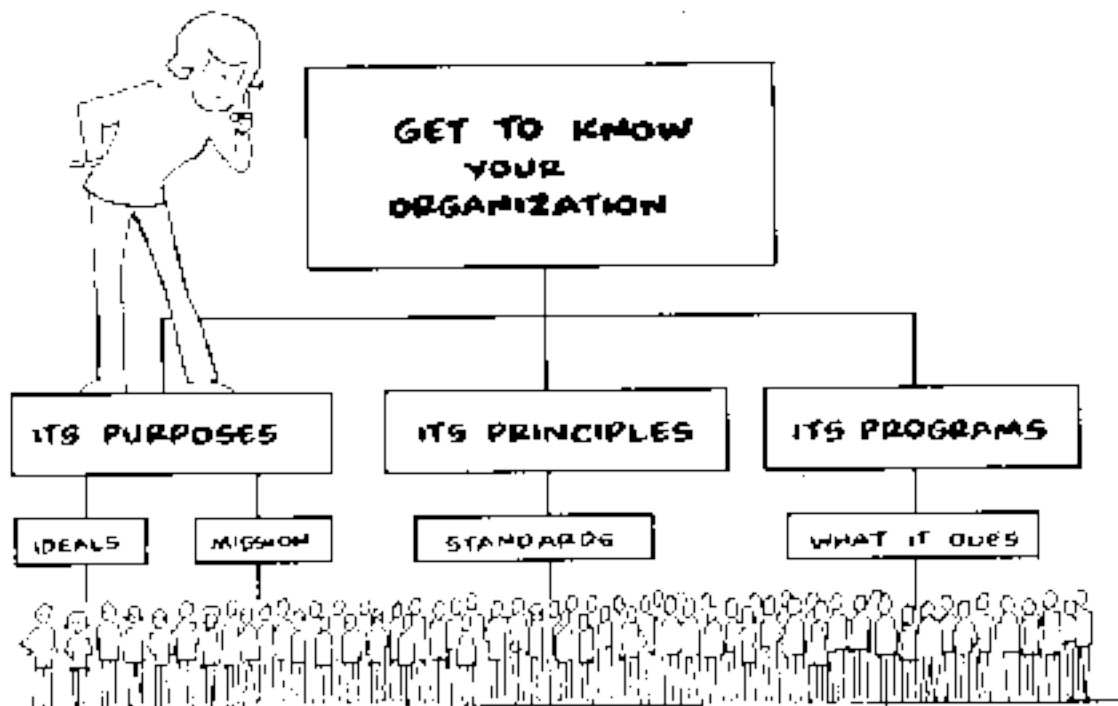
in others.
How they feel;
why they feel;
think, look as
they do.
It's a matter of

UNDERSTANDING



UNDERSTANDING

OF YOUR ORGANIZATION



and the **PEOPLE** ... who they are and what they do!

PLUS..

KEEP INFORMED



...and help others to keep up to date.

KNOW YOUR ROLE



in the organization so you can work effectively with others.

DO YOUR JOB



cheerfully and efficiently.

PREPARE FOR ADVANCEMENT



And be ready to take on more responsibility.

OF YOURSELF



YOU ARE UNIQUE

There's **NOBODY** just like you anywhere in the world. Your beliefs, knowledge, purposes are different from every other person's

-- and

If you understand **YOURSELF** better -- it will help you understand **OTHERS** better.

Understanding the other guy's point of view will improve your **COMMUNICATIONS**

COMMUNICATIONS

THINK OF THE OTHER GUY'S PURPOSES--
and take time to be **CLEAR** and **COURTEOUS**

① BE PROMPT

- ...in keeping appointments
- ...in returning phone calls
- ...in answering letters.



② GO THROUGH CHANNELS

...respect the rights of others. It's unpleasant to be bypassed.



③ FOLLOW THROUGH

...complete your work promptly and acknowledge help from others.

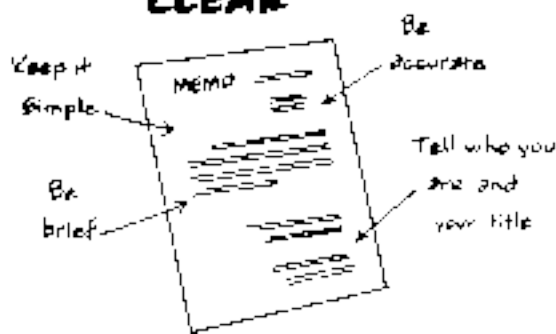


④ BE CONSIDERATE

...of others' time. Don't talk too long and don't interrupt.

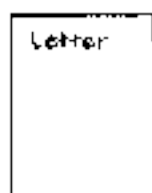


⑤ MAKE MESSAGES CLEAR

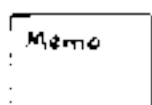


--and remember, your **FRIENDLINESS**,
ATTITUDE and **UNDERSTANDING** are
apparent whether the communication is--

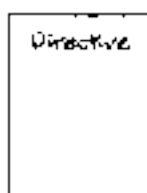
WRITTEN



Letter



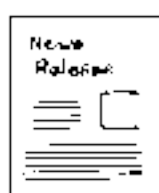
Memo



Directive



REPORT



News
Release

etc.

SPOKEN



TELEPHONE



FACE-TO-FACE



A SPEECH



CONFERENCE

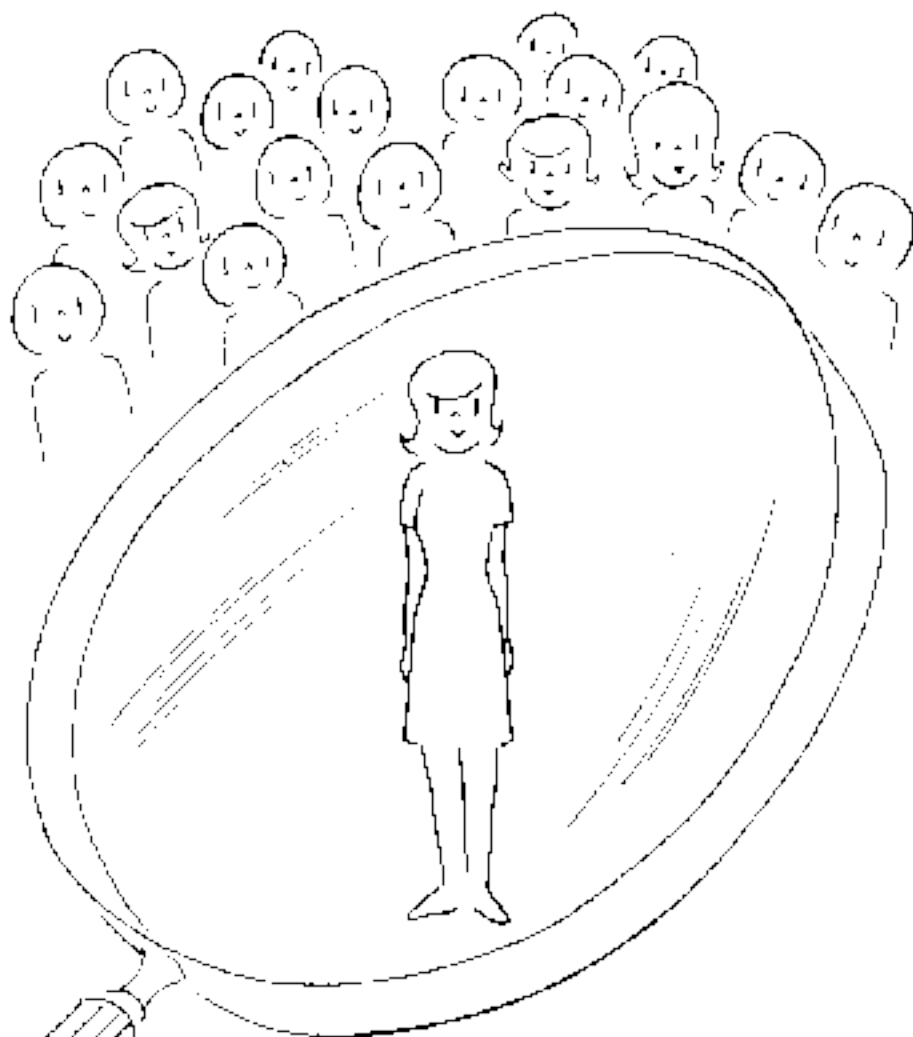
etc.

UNWRITTEN & UNSPOKEN

Just the way you look.
Your appearance--dress or
uniform... your actions,
habits and manners.



YOU are a member of an
ORGANIZATION



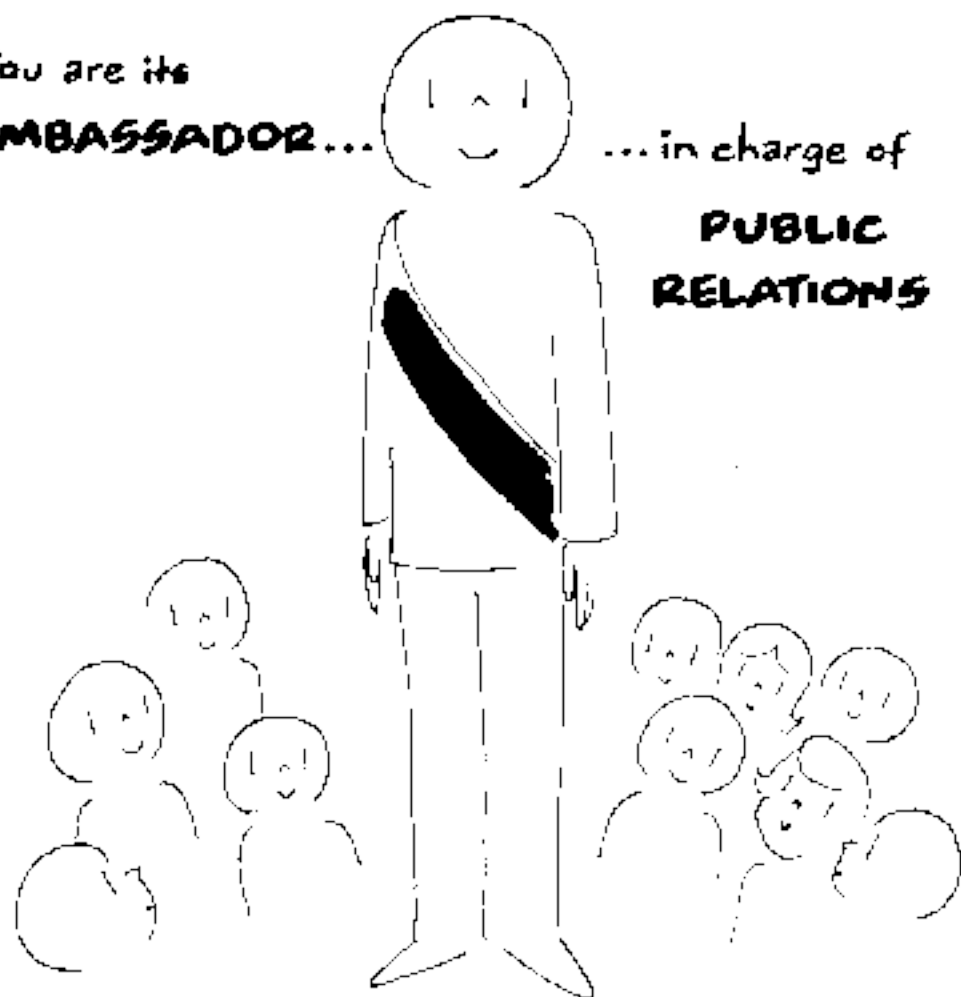
...and the public deals not with
an organization, but with people ...
with individuals ... with **you!**

IN FACT, to the public,
YOU are the **ORGANIZATION**

You are its
AMBASSADOR...

...in charge of

**PUBLIC
RELATIONS**



What the "**PUBLIC**" thinks of it
IS UP TO YOU!